

**INDONESIA INVESTMENT COORDINATING BOARD  
INVESTMENT CLIMATE DEVELOPMENT DEPUTY  
REGIONAL POTENTIAL DEVELOPMENT DIRECTORATE**

# INVESTMENT POTENTIAL AND OPPORTUNITY OF SAMOSIR REGENCY



## I. OVER VIEW OF REGIONAL

Samosir is located in the geographical position between 2°21'38 "and 2°49'48" north latitude, and between 98°24'00 "and 99°01'48" east longitude, with a height of between 904 meters and 2,157 meters above sea level.

Samosir flanked by 7 regencys as boundaries are:

- North : Karo and Simalungun
- South : North Tapanuli and Humbang Hasundutan
- West : Dairi and West Pak pak
- East : Toba Samosir

Its area is ± 2069.05 km<sup>2</sup>, consisting of land area ± 1444.25 km<sup>2</sup> (69.80%), the whole surrounded by Samosir Island Lake Toba and parts of the mainland island of Sumatra, and the area of the lake ± 624.80 km<sup>2</sup> (30.20%). The total area is divided into nine sub-districts 128 villages and 6 villages.

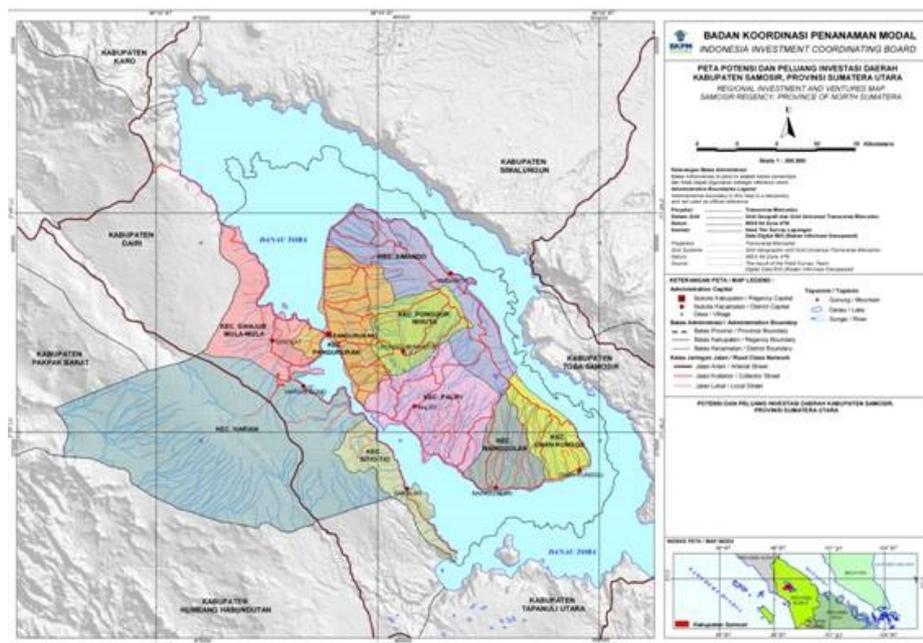


Figure 1. Map of Territorial Samosir Regency

Samosir regency is located in the plateau region, with a diverse topography of the land is flat, sloping, sloping and steep. Soil structure is unstable and is in tectonic and volcanic area. Soil composition dominated diatomaceous earth, Toba tuff, sand mixed with clay and lime.

Samosir regency area classified as a wet tropical climate with temperatures ranging from 17°C - 29°C and an average humidity of 85.04%.

## **II. POPULATION AND LABOR**

Based on mid-year population projection figures of 2012, the population of Samosir regency is 121 594 people, consisting of 60. Male population (49.66%) and 61 210 female population (50.34%), with a sex ratio of 98.65 and the number of population density reached 84.19 inhabitants / km<sup>2</sup>. Meanwhile, the number of households is 29 775 households with an average population per household was 4.08 persons / household.

Under the National Labor Force Survey/Survei Angkatan Kerja Nasional (SAKERNAS) which was conducted in August 2012, the labor force available in Samosir regency is as much as 70 248 people, or 89.44% of the population aged 15 years and above, where the labor force is 69 326 people who work and who unemployed is 922 people.

Educational background Samosir working population in 2012 was not / is not complete primary school as much as 23 951 people (34.55%), not / have not been to school 20 704 people (29.86%), SD 15 568 people (22.46%) , junior 4,740 people (6.84%), Diploma I / II / III / College / University 2,361 people (3.41%), and high school 2,002 people (2.89%).

## **III. ECONOMY**

Value of Gross Regional Domestic Product (GDP) in 2012 Samosir regency is Rp. 2019.69 billion with a growth rate during 2011-2012 was 10.04%, and the value of GDP at constant prices year is Rp. 1189.69 billion with a growth rate during 2011-2012 was 6.07%.

Formation of GDP at constant 2000 prices Samosir regency in 2012 was dominated by the agricultural sector with a value of Rp. 805.33 billion (67.69%), followed by the services sector at Rp. 219.69 billion (18.47%) and trade, hotel and restaurant Rp. 104.64 billion (8.80%), while the other sectors each only provide role less than 3%.

GDP per capita Samosir at current prices in 2012 was Rp. 16.61 million, an increase of 9.30% compared with 2011, while GDP per capita at constant prices of 2000, which is the real per capita income in which the effect of rising prices (inflation) has been overlooked is Rp. 9.78 million, an increase, amounting to 5.35% when compared to 2011.

## **IV. FACILITIES AND INFRASTRUCTURE**

Road as supporters enough ground transportation available in Samosir regency. The length of roads in Samosir in 2012 was 804.37 kilometers, which is 32.00 kilometers along the country road that the entire surface is hot mixed with good condition, 156.35 kilometers along the provincial road where 86.75 kilometers of which are paved roads and 69, 60 kilometers of asphalt roads and district roads

616.22 kilometers where 11.55 kilometers of which is the hot mix, 519.63 kilometers of asphalt roads, 62.69 miles 22.15 kilometers road gravel and dirt road.

In 2012, public transportation has a route permit in Samosir is one company Bus Public Transportation Inter-District / City Inter-Province (AKAP) bus fleet 2 units, 3 intercity public transport company in the county / city in the Province (Descending ) with a bus fleet of 53 units, 7 public transport companies between rural / sub-districts in the district with a total of 207 units of the bus fleet, and 7 company with a fleet of motorized rickshaw pedicab 258 units. The amount of land transport means over yet termasuk car rental business and motorcycles that do not have the permission used to serve tourists who visit Samosir.

Samosir regency with geographical conditions largely surrounded by Lake Toba lake then require transportation infrastructure. To support the economy, tourism, and people's daily activities in Samosir through lake transportation in 2012, there are 28 lakes dock port, which is in District 6 Simanindo dock, pier Palipi 6, Pangururan 5 dock, Onanrunggu 4 dock, Nainggolan 3 Pier , Silitio 2 docks, and Sianjur Mulamula 1 Day 1 dock and pier.

Means of transport crossing lake in Samosir in 2012 was 899 units, consisting of a canoe (solu) not as much as 552 motor units, canoes (solu) motor as much as 164 units, 173 units of motor boat, speed boat 5 units, ferries 4 units, and 1 unit of tourist boats.

Provision of clean water in the district served by PDAM Tirtanadi Naidoo Naidoo Branch. Based on data from the taps Tirtanadi Branch Naidoo, water customers in Samosir during the years 2010-2012 are likely to rise, from 1,209 customers in 2010 to 2,811 customers in 2012, or an average growth of 11.12% per year.

At this time Tirtanadi branch service network taps new Samosir serve At this time the service network taps Samosir Tirtanadi new branch serving customers in the District Capital Pangururan is Samosir. Subdistrict outside Samosir regency still seeking its own to provide clean water to make wells for residents and groundwater wells drilled by the Tourism sector.

Samosir electrical system integrated with the electrical system in the province of North Sumatra. Electrical conditions in Samosir regency are drawn from the electrical condition of the North Sumatra province. Production of electricity produced by PT. PLN (Persero) Branch Pangururan annually each rise in electricity production in 2012 amounted to 30,358,852 kWh generated.

To serve the public and the government in the field of postal services, in Samosir regency there are 5 units of the Post Office which is in District Daily, Nainggolan, Palipi, Pangururan, and Simanindo each 1 unit. In Samosir regency largely been served by the mobile telephone network served by 26 mobile phone towers. Some regions Samosir also connected telephone network served by PT. Telkom Indonesia.

To assist and facilitate economic activity and financial investors, especially concerning the role of the bank is very important. To serve banking activities, in 2012 there were 10 banking offices and rural banks (BPR) in Samosir, which consists of 5 units of government bank offices, Bank Rakyat Indonesia, 3 units of local government bank offices Bank of North Sumatra, and 2 units office of Rural Banks (BPR).

Samosir has been there to support health facilities and community health workers in this district. At this time there are 2 units of hospitals, 11 health clinics and 40 community health posts. To support the health facilities are also available Drugstore 3 units and 11 units of the drug store.

### V. PATERN SPACES AREA

Plan Samosir regency spatial pattern is the distribution of spatial allocation plan in the district that includes the spatial allocation plan for the protection function and the function of cultivation. Plan designation of protected areas is an area that can not be utilized for economic activity. Plan cultivated area is an area that can be utilized for economic activity and investment. In general plan Samosir regency spatial pattern can be seen in Figure 2.

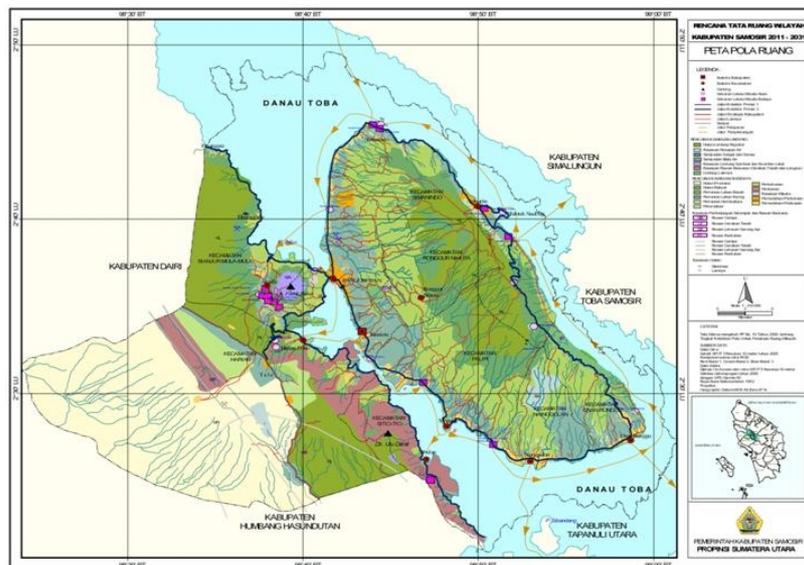


Figure 2. Map Pattern Space Samosir

land use can be seen in the cultivated area in Samosir clearly can be seen in Table 1.Plans

POTENTIAL AND INVESTMENT OPPORTUNITIES OF SAMOSIR REGENCY

Table 1.  
Cultivation Area Land Use Plan

Agrucultural Region	DISTRICT								
	Sianjur Mulamula	Harian	Sitiotio	Sima-nindo	Pangu-ruran	Ronggur Nihuta	Palipi	Naing-golan	Onan-runggu
Agriculture	814,136	2.015,15	196,127	1.305,74	5.249,10	49,338	3.299,60	1.951,66	1.695,27
Plantation	1.575,29	1.191,94	488,774	4.784,54	3.955,47	2.650,03	5.181,44	2.779,55	5.587,65
Livestock		85,642		577,633		92,509	102,112	216,808	247,789
Fisheries (KJA)*				0,48	5,828		20,641		1,789
Inland Fisheries	6,486	3,468	3,075						
Agropolitan		2.982,11							
Non - Agricultural Zone									
Urban		96,524		363,952	814,179				49,974
Rural	344,376	180,754	100,929	357,796	613,504	98,929	726,067	641,302	475,187
Tourism Region	158,701	1,192		123,786	96,574	1,908	17,059	6,995	51,704
Excavation Region		10,297			60,82		10,016		10,237
Agroforest Production Forest	3.068,28	789,982	281,805	3.469,66	128,82	868,836	1.151,14	229,266	90,515
<b>TOTAL</b>	<b>5.967,26</b>	<b>41.301,09</b>	<b>1.070,11</b>	<b>10.983,58</b>	<b>10.924,29</b>	<b>9.701,55</b>	<b>10.508,10</b>	<b>5.825,59</b>	<b>5.210,12</b>

## VI. POTENTIAL INVESTMENT

### a. Agricultural potention

#### Food Crops and Holticulture

Food crops and horticulture are the most widely cultivated by farmers in Samosir regency are Rice, Corn, Cassava, Sweet Potato, Potato and Onion. Land area and production data in Table 2 looks production of food crops and horticulture in this regency is not too big for the supply of raw materials for industry, large scale. From the description of commodity crops and horticulture do not have the investment potential to create investment potential for large-scale enterprises.

Table 2.  
Area and production of food area crops and horticulturTahun 2012

No	Comodity	Land area (Ha)	Production (Ton)
1.	Paddy	8 891	44 558
2.	Corn	1 299	6 099
3.	Cassava	225	7 992
4.	Sweet Potato	203	4 461
5.	Potato	639	338,18
6.	Red Onion	211	1 316,00

### Plantation

Plantation crops most widely cultivated by society Samosir regency is coffee, pecan, Kakao, cloves and sugar palm. Dara land area and production are presented in Table 4. visible plantation produced commodity production is not too big to supply raw materials for large-scale processing industry. Therefore, the potential of existing plantations have the potential to create large-scale investment potential. Nevertheless, this district has komdoiti coffee that is characteristic of this district and also has the potential of land for coffee development. Coffee as a typical komodiri and availability of land large enough then this district has the potential investment to investment coffee plantations integrated with processing industry.

Table 4.  
Size and production Plantation Commodities

No	Comodity	Land Area (Ha)	Production (Tons)
1.	Cofee	4.306,90	2 831,07
2.	Kemiri	309,90	262,29
3.	Kakao	254,10	67,90
4.	Cengkeh	113,80	16,56
5.	Aren	191,00	65,59

### b. Livestock Potential

Farms in Samosir present in all districts comprising large and small livestock. Livestock consists of cattle, buffaloes and horses. While the small livestock is dominated by goats and pigs. Poultry consists of domestic poultry and ducks. Of large and small livestock population in

the district is not shown Samosir potential large-scale enterprise development for the sector. So Samosir not have the potential of large-scale investment for the livestock sector.

Table 5.

Population Ranch Big and Small In 2012		
No	Comodity	Population (Tail)
1.	Cow	2.141
2.	Bufallo	27.812
3	Horse	395
4.	Pig	44.465
5.	Goat	9.850
6.	Native Chicken	83.141
7.	Duck	13.529

**c. Potential Fishing**

Type of fishing activities contained in Samosir regency aquaculture and fisheries on public waters. Dominant fisheries sector in this district is fishing from Lake Toba. The data in Table 6 looks production resulting from aquaculture and capture fisheries are not too big. Types of fish produced mostly tilapia and carp are not currently included in the fish into the fish processing industry raw materials on a large scale. Based on production data and the type of fish produced then this sector do not have the potential for a potential investment in large enterprises.

Table 6.

Production of Aquaculture and Capture In 2012			
No	Comodity	Cultivation Land Area	Production
1.	Fisheries Cultivation Pond	37,0 ha	949,27
2.	Fisheries Cultivation Nets	892 Units	24.477,86
3	Fishing Lake		11 990,81
4.	Fishing River		139,72

**d. Potential Mining and Energy**

Samosir regency has potential energy on earth are quite large. The potential of the earth at the WKP Simbolan predictive capacity reached 110 Megawatts (MW). At this time the status of WKP simbolan was ready for at auction. In addition to geothermal energy potential of this district also has the potential of MHP.

**e. Tourism Potential**

Potential tourism Samosir regency include:

1. Beach Tourism

With the beauty of Lake Toba is supported by the existing beach almost all mainland suburb Samosir is a great potential to develop a variety of events such as: jet skiing, beach volleyball, rowing and swimming and other beach sports.

2. Cultural Tourism

In Samosir regency famous for the origin of all the vagabond so there are many cultural sites and customs are very unique and interesting objects that can be used as a tourist destination like: Batuhobon and Si Raja Batak Village in District Sianjur At first, the tomb of King Sidabutar who are in Tomok, table Siallagan trial in Ambarita Traditional Dance and cultural tourism, and Sigale Tortor gale, which is in Tomok District Simanindo.

3. Nature

Natural Samosir regency dominated the mountains, thus creating a beautiful natural scenery is potentially serve as natural attractions include: Lake Sidihoni (lake on the lake), Pea Porogan in Salaon located in the District Ronggur Nihuta; Spring Tanjungan in Tomok, View Tuk-Tuk Siadong, Tao Island and Island in the District Malau Simanindo; Tano Ponggol, Thermal Baths in the District Pangururan; Beautiful scenery of Tele View Tower, Water 7 (seven) taste in Sianjur at first. In addition to the natural scenery in the bag still find many other natural attractions such as the Natural Cave in the district. Palipi and Simanindo, Niagara Euphrates in the district. Daily, Niagara Bonan Dolok in the district. Sianjur Initially, Rock Climbing in the district. Onan bronze, and the Fountain Baths Boru Saroding in the district. Sitio-tio. Natural Samosir also very suitable developed as a sports arena challenge (hang gliding, mountain biking, kite festival, Hash, etc.).

4. Spiritual Tourism

Some places in Samosir regency have the potential to serve as a spiritual tourist like: Mountains Pusuk Buhit are now widely visited for spiritual tourism in Sub Pangururan and Gua Maria are located in District Palipi.



## **VII. INVESTMENT OPPORTUNITIES**

### **Description of Investment Opportunities**

Tourism Regions businesses that investment opportunities are business tourism area in the region which will be available hotels, restaurants and water park. This tourist area businesses developed to improve existing tourist attraction in Samosir where at present there is no a tourist area that is managed by an interesting and complete facilities.

### **Location**

Location development business investment in Samosir Tourism region in three locations are in Beach Lake Toba. The first location is in Situngkir region where this location is adjacent to White Sands Parbaba attractions. At this location the ground has been prepared by the Government to be a tourist resort area. The second location is in Legundi a former camp area where the land belonged to the local government. The third location is in the Air Rangat attractions in Pangururan which time there have been efforts warm water baths that are not properly managed.

Location Tourist area located in Samosir Island can be reached by the use of two routes. These are the first through dilanjukan Prapat using the crossing of Lake Toba transport directly to the location of development. The second route through the streets to Brastagih Sidikalang and pass Tele. The second route to be taken to the island of Samosir not require transport penyebarangan lake. The first of these Kualanamu International Airport to Samosir Island a distance of 175 miles and the trip takes 4 hours. The second route from Kuala Namu International Airport towards Naidoo will cover a distance of 240 km and takes over 5 hours drive.

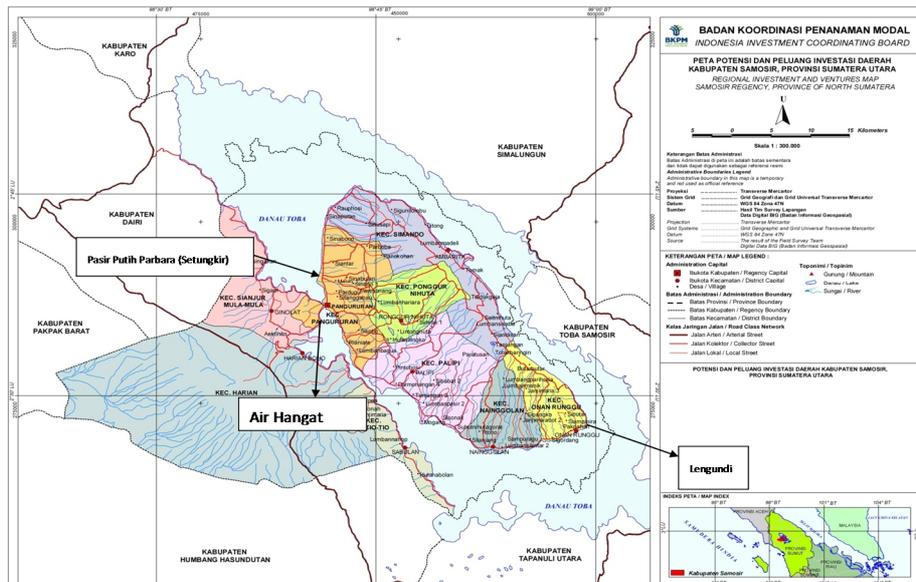


Figure 4. Location of Investment Area Tourism

**Market Aspects**

Samosir Regency has attractions of Lake Toba interesting as one of the world geopark. With the attraction tourist lakes and natural attractions and cultural attractions are the main attraction of national and foreign tourists to visit Samosir.

Tourist visits in 2013 the number of tourist visits to Samosir totaled 152 768 people consisting of tourists amounted to 123 300 people and foreign tourists amounted to 29 468 people. Tourist arrivals data above shows an increase in the number of tourists who visit with an average annual increase of 6.5%. To increase the number of tourists to Samosir need to develop new tourist destinations to attract tourists to visit Samosir. Construction of a new tourist resort with hotel facilities, restaurants and a water park can be used as an attempt to increase tourists weeks to visit in Samosir Regency.

**Related Tourism Enterprises**

In Samosir Regency there are 84 companies / business hotel and other accommodation services with a number of rooms as much as 1,406 and as many as 2,817 bed facility room. According to the classification, hotels and other accommodation services consists of 78 hotel rooms jasmine class that has as many as 958 rooms and 1,809 bed facility, as well as 6 star class hotel which has 448 rooms and 908 bed facility.

**Financial Analysis**

Tourist area built in Samosir Regency estimated to require an investment of Rp 49.8 billion. Investment in this tourist area investors to cooperate with the community for the

development of tourism through the system BOOT (Build-Own-Operate-Transfer) it is assumed that the investor will pay a royalty of 25% of its income to the landless community. BOOT system here is a form of partnership in this case the private sector get exclusive franchise for the financing, construction, operation, maintenance, adjustment and collection of payment within the period fixed as compensation for investment. At the end of the franchise, the facility could again be owned by the community.

Income received by the investor ie room rental income, income restaurants and water park admission. Number of rooms for rent are 50 rooms, the price of each type of suite facilities and services provided, with a standard room rental costs 400,000 / day and a deluxe room with a rental fee of 700,000 / day. Based on calculations by the occupation rate of 80% per year annual income earned Rp. 7.592 billion. Revenues derived from the restaurant guests eat and drink at the restaurant. It is estimated that the number of guests who eat direstoran per day as many as 100 people with eating perorangnya bill number 75,000. The result of the calculation of the amount of annual restaurant revenue of Rp. 2.7375 billion. Revenues derived from the water park admission and rental tire. It is estimated that the number of people who go to the water park amounted to 200 people per day, with 40,000 tickets / person and tire lease 10,000 / person.

Annual expenditure consists of operating and maintenance costs, depreciation costs, and insurance costs. The amount of hotel costs outlined below:

- Operating and maintenance costs of the hotel, restaurant and waterpark on average 20-30% of the gross revenue that is Rp. 2.7959 billion.
- The cost of building the hotel and waterpark depreciation assuming life of the building for 40 years, the cost of depreciation of Rp. 825 million
- Insurance costs are also taken into account from the hotel revenue per year, which is about 2.5% to Rp. 349 487 500

Investment appraisal by calculating cash flow and cash flow out. The calculations use cash flow interest rate of 12%. In the construction of Tourism Regions Naidoo spent Rp 49.8 billion investment fund. With a 15-year investment period. By subtracting expenses (investment, operation and maintenance, depreciation and insurance) to income (rental space this investment can generate NPV: = Rp. 13,571,603,506.42. The current IRR of 17% and Net B / C Ratio 1, 27. From the calculation of the investment feasibility analysis, we conclude the construction of Tourism Region Naidoo feasible to proceed.

### Licensing

Development of Tourist area comprising the hotel and waterpark facilities require licensing of investment and business licensing. Licensing effort required is the licensing and permitting hotel alan baths in accordance with Regulation Samosir District No. 6 of 2009 Tourism Business Licenses.

To take care of planting principle permits required capital investment requirements as follows:

- a. evidence of self-petitioner
  1. Registration for business entities that have to register;
  2. Copy of Deed of Establishment of the company and its amendments;
  3. Ratification of the Articles of Association of the Company recording the Minister of Law and Human Rights;
  4. Recording Taxpayer Identification Number (TIN);
- b. Description of planned activities, such as:
  1. Description of the production process that outlines the types of raw materials and equipped with a flow diagram (flow chart);
  2. Description of business activities of the service sector;
  3. Recommendation from the relevant government agencies, if required.

To obtain a business license is required natural bathing following requirements:

1. Application (stamp 6000);
2. Pas Photo Color Size 3x4 (2 sheets);
3. Copy ID Applicant (valid);
4. Copy Disturbance Permit (HO) legalized; (valid);
5. Copy of Articles of Incorporation (If Regulated Enterprises) As well as the authorization, (If the Legal Entity);
6. Copy of Business License / TDP (legalized) except instead of the company;
7. Document EIA / UKL-UPL (for which impacts);
8. Copy of TIN;
9. Photo Image Business Location;
10. Certificate of Status of Soil and or location of the Village / Village Head and from the applicant.

Mechanism / procedure permits natural bath as follows :

1. Submission of application files in Loker Services;
2. Inspection File; Inspection Location / Fields;
3. Costing / levies;

4. Process SK / Permit;
5. Payment Teller;
6. Submission of SK / Permit;

To obtain a business license is required hotel following requirements :

1. Application (stamp 6000);
2. Fitting 3x4 Photo Color Size (2 sheets);
3. Copy of ID Card Applicant (valid);
4. Copy of license permit IMB legalized;
5. Copy of Articles of Incorporation (If Regulated Enterprises) As well as the authorization, (If the Legal Entity);
6. Foto Copy Izin Gangguan/HO (dilegalisir);
7. Copy of Business License / TDP (legalized) except instead of the company;
8. Document EIA / UKL-UPL (for which impacts);
9. Copy NPWP;
10. Photo Image Business Location;
11. Copy of Certificate of Status of Soil and or location of the Village / Village Head.

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6. Submission of SK / Permit.

Especially for foreign capital investment (PMA) before taking care of the required operational license area memngurus permission through One Stop Services (OSS) Investment in BKPM to obtain Investor Principle Permit pursuant to Rule Head of Investment Coordinating Board No. 5 of 2013 on Guidelines and Licensing Procedures And Investment Nonperizinan hereinafter amended by Regulation of the Head of the Investment Coordinating Board No. 21 in 2013.

Request Permission Principle for FDI with the requirements of :

- a. For applicants who have not been incorporated in Indonesia :
  1. The governments of other countries, attach a letter from the concerned state government agencies or letter issued by the Embassy of the respective country offices in Indonesia.

2. foreign individual, attach a recording sheet valid passport that includes the name and signature of the owner clearly.
  3. The foreign corporation, attach the recording statutes (*article of association / incorporation*) in English or translated into Indonesian from a sworn translator that lists the composition of the board of directors (*board of directors*) last.
- b. For Indonesian participants :
1. Individual Indonesia, attach a valid ID card recording and recording NPWP.
  2. Indonesian legal entity, attach a copy of the Establishment and complete change with pengesahaan Anggara Basic company and approval / notification of the Ministry of Law and Human Rights, NPWP recordings and footage licensing company owned by the company.
- c. The applicant who has been incorporated in Indonesia in the form of a Limited Liability Company, attach :
1. Establishment Deed recording and amendments equipped with endorsement Association and persetujuan pemberitahuan changes, if any, of the Minister of Law and Human Rights, and TIN of the company;
  2. Proof of identity of shareholders :
    - a) the governments of other countries, attach a letter from the concerned state government agencies or letter issued by the Embassy of the country concerned Besarj Kantor representative in Indonesia.
    - b) a foreign individual, attach a valid passport records that include the name and signature of the owner's passport clearly.
    - c) foreign corporation, attach the recording statutes (*article of association / incorporation*) in English or translated into Indonesian by a sworn translator.
    - d) Individual Indonesia, attach a valid ID card recording and recording NPWP.
- d. Description of planned activities:
1. for the industry, such as production flow diagram (flow chart of production) equipped with a detailed explanation of the production process description outlines the types of raw materials;
  2. for the service sector, such as description of the activities to be undertaken and services produced product description;
- e. recommendation of the Ministry / Agency supervisors if required pursuant to the field of business;
- f. petition (a) signed on stamped by all prospective shareholders or their proxies;